Undergraduate Committee
February 10, 2014
Minutes

Present: Michelle Dean, Annette Easton, Gary Grudnitski, Kevin Hee, Jaemin Kim, Karl Maes (ABSC representative), Paula Peter

Absent: Christine Probett

Approval of Minutes from 12/16/13 and 1/27/14
The committee reviewed and approved the minutes from the 12/16/13 and 1/27/14 Undergraduate Committee meeting minutes.

Assessment Update
Grudnitski reported to the committee that he will present a report to the PAC on assessment and loop closing activities from the 2012-2013 BSBA goals assessment. In preparation for this report, Grudnitski asked for input related to the standards being used for assessing oral and written communication skills and critical thinking. These BSBA goals currently have two levels of benchmarks: 80% meeting expectations and 50% exceeding expectations. Most goals across the various programs and majors only have one benchmark level (e.g. meet expectations.) The “exceeds expectations” percentage was considered to be an unrealistic benchmark (currently approximately 10-15% of students exceed expectations on these goals) and is awkward to address from a closing the loop perspective. The committee approved dropping the “exceeds expectations” benchmark. The new benchmark for these goals will be that 80% of students will “meet expectations.” This change will make the benchmarks across all BSBA goals more uniform in that all will have only one stated benchmark. The evaluation standards will still contain an “exceeds expectations” rating and the committee will continue to monitor the “exceeds expectations” category for potential trends.

BSBA Revision
All departments have passed the set of proposals addressing departmental-level changes needed in order to move the BSBA revisions forward (i.e., the addition of one unit for BA 310 and the change in rubric to “BA” for all core courses).

The committee unanimously approved the proposal for the BSBA revision from the MGT, FIN, MKT, and MIS departments. Approval of the ACCTG packet was put on hold until the receipt by the committee of additional changes that ACCTG is making with respect to sequencing courses via prerequisite changes. These sequencing and prerequisite changes are a result of previously converting several 6-unit courses into 3-unit courses. The splitting of the courses becomes effective in the 2014-2015 catalog. ACCTG is proposing the prerequisite changes in concert with changes to the major required for the BSBA revision for the 2015-2016 catalog. The ACCTG department proposals will be the first item on the agenda for the next department meeting.

Reminder of Deadline for Curriculum Proposals to UG Committee for 2015-2016 Catalog
The committee briefly reviewed the need for Departments to submit UG curriculum changes for the 2015-2016 catalog to Kelly no later than Monday, February 17, 2014. This deadline allows enough time for proposals to get through the college committees and on to the University Curriculum Committee by the April 7th deadline. Committee members will remind their Departments of this deadline.

**Marketing 480 Approval**
The Marketing department submitted a new proposal to create MKTG 480, Marketing Analytics. This course was previously offered as a MKTG 496 course in Fall 2013. The Marketing department proposal is to convert this into a permanent course. The committee unanimously approved this proposal but did ask Peters to go back to the Marketing department for clarification on whether the department wanted to also include this course on the list of approved courses for the Marketing Minor. If so, the Marketing department will need to submit a Change in Program form for the Marketing Minor to reflect this change.

**Management Information Systems 305 Approval**
The Management Information Systems department submitted a new proposal to create MIS 305, Introduction to Business Processes, ERP, and Analytics. This course was previously offered as an MIS 496 course in Fall 2013 and Spring 2014. The MIS department proposal is to convert this into a permanent course. The committee unanimously approved this proposal.

**Management Information Systems 496 – IT Security Management**
The MIS department submitted a new proposal to create a special topics course (MIS 496) on IT Security Management. The committee unanimously approved this proposal.

**Next Meeting:** February 24, 2014, 9:00 a.m. in the Dean’s Conference Room